~~"TOP-LINE" 12~~
~~(Hand Tab)~~

Carton Selection

~~CHOICE OF NORTHWIND VERSUS REGULAR BRAND~~

	NORTHWIND New Ad/ New Product (Green)
N =	402
	%
Northwind	34
Regular brand	59
Don't know	7

QUESTION: If I could offer you a full carton, that is, 10 packs of Northwind, or a carton of your regular brand at the same price you normally pay for a carton of cigarettes, which would you choose?

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Source: https://www.industrydocuments.ucsf.edu/docs/txpj0004